

by Bob Saydlowski, Jr.

MD's Drum Product Consumers Poll

Okay, *MD* readers, it's *your* turn to voice your opinions on the products we've seen over the past nine years. Since *MD*'s first issue in 1977, many drum products have been introduced—so many, in fact, that a list of them would fill more than a few pages! My column this month gives you the chance to speak out to the drum industry, and tell them exactly how you, the consumers, feel. The results of your voting will be tabulated and presented in an upcoming *Product Close-Up* column.

On the next page, you will find a ballot with various categories for your choices. Each category has four subsections: acoustic drum companies, electronic drum companies (which includes both drum machine and electronic drumkit manufacturers), cymbal companies, and accessory companies. Before filling out the ballot, you should take time to read the following explanations and directives. Your vote

should be based on opinion or personal experience, depending on the category.

1. *Most Innovative Company.* What company provided the best new ideas over the last nine years? Think of product designs that were *valuable*, and not just *gimmicks*—products that have made your drumming life a bit easier, perhaps. Remember, we're looking for a *company* here, but give specific examples or reasons why you nominated that particular company. You should vote for the company that you think was attuned to drummers' needs (productwise) on a consistent basis.

2. *Best Quality And Craftsmanship.* Which company has consistently provided the best-made products, free from breakdowns? What company has had the best quality control? Give specific references for why you've chosen that company.

3. *Most Consumer/Service Oriented.* Which company cared the most about

after-sales warranties, repairs, and replacements? Which one delivered the quickest? You may also want to think about whose catalog was easiest to order from. Again, give examples from your own experience.

4. *Most Interesting Ad/Marketing Campaign.* This is liable to be a tough one, since over the years of reading *MD* we've seen loads of advertising. However, certain print ads or advertising techniques must be etched in your memory. Whose ads caught your attention? Whose were imaginative? Whose ads prompted you to check out a product more closely? Please describe the particular ad if possible, and give your reasons for choosing it.

5. *Most Needed Product.* What product was long overdue in its arrival? Which one greatly simplified or broadened your playing, setup, technique, etc.? What was the one thing you were just waiting for someone to come out with, only to find that your prayers were finally answered? In this case, we're looking for the product, but be sure to include the manufacturer's name.

6. *Most Innovative and Influential Product.* In your opinion, what product—introduced in the past nine years—had the greatest effect on the drum industry in general? Which one caused other companies to stand up and take notice? The product you're nominating must have been *totally new*, not a rehash of another idea. To stir your thinking, some examples of innovative, influential products introduced well *beyond* nine years ago are the plastic drumhead by Remo and the nylon-tipped stick by Calato.

Submitting Your Ballot

Complete your ballot according to the instructions above, either on the ballot page itself (which may be torn out) or on a clear photocopy (which is authorized for this poll). Please submit only one ballot per person, and be sure to include your name and address where indicated. Mail your ballot to: Consumer Poll, *Modern Drummer* Magazine, 870 Pompton Avenue, Cedar Grove, NJ 07009. All ballots must be postmarked no later than February 15, 1986. The results of the poll will be published in the June, 1986 issue of *Modern Drummer*.



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CONSUMERS POLL BALLOT

MOST INNOVATIVE COMPANY

Acoustic Drum Company _____

Why? _____

Cymbal Company _____

Why? _____

Electronic Drum Company _____

Why? _____

Accessory Company _____

Why? _____

BEST QUALITY AND CRAFTSMANSHIP

Acoustic Drum Company _____

Why? _____

Cymbal Company _____

Why? _____

Electronic Drum Company _____

Why? _____

Accessory Company _____

Why? _____

MOST CONSUMER/SERVICE ORIENTED COMPANY

Acoustic Drum Company _____

Why? _____

Cymbal Company _____

Why? _____

Electronic Drum Company _____

Why? _____

Accessory Company _____

Why? _____

MOST INTERESTING ADVERTISING/MARKETING CAMPAIGN

Product and Company _____

Why? _____

MOST NEEDED PRODUCT

Product and Company _____

Why? _____

MOST INNOVATIVE AND INFLUENTIAL PRODUCT

Product and Company _____

Why? _____

SIGNATURE _____

NAME (please print) _____

ADDRESS _____

CITY _____

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ZIP _____